



Opening Markets, Generating Exports

U.S. Trade and Development Agency

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Director

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www.ustda.gov

Mission Statement

USTDA helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies.

USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.



National Export Initiative

Increase U.S. exports to \$3.14 trillion by the end of 2014

Response to the National Export Initiative:

- Launched the International Business Partnership Program
- Increased Trade Advocacy



President Obama Announces Export Promotion Cabinet as part of the National Export Initiative

★ USTDA in California

Quick Facts:

- USTDA's #1 export state
- More than **200 activities**
- Generated more than **\$1.1 Billion in exports**



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USTDA Program Activities

Matching U.S. Commercial Interests
with Development Opportunities

International Business Partnership Program

- Reverse Trade Missions
- Conferences
- Workshops

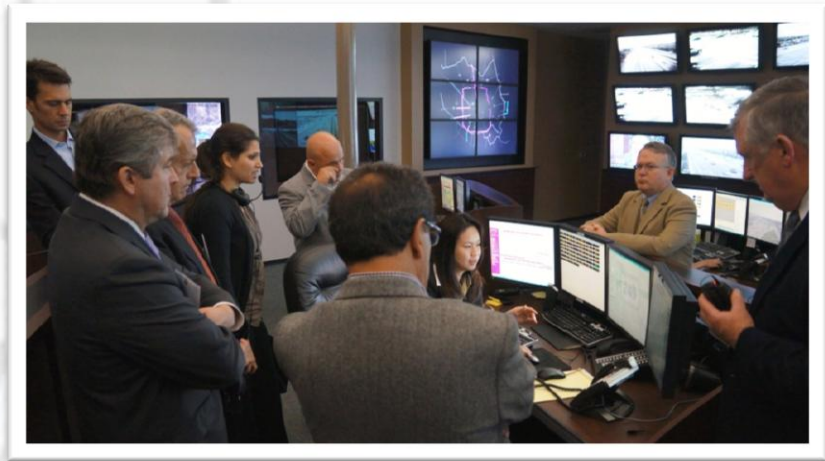
Project Development Program

- Feasibility Studies
- Pilot Projects
- Technical Assistance

★ International Business Partnership Program

Reverse Trade Missions:

USTDA brings foreign project sponsors to the United States pending upcoming procurements to observe the design, manufacture, and operation of U.S. products and services.



★ International Business Partnership Program

Conferences/Workshops:

USTDA organizes these sector or region-specific events to connect U.S. firms with foreign buyers. They are designed to highlight upcoming projects overseas, as well as showcase U.S. goods and services.



Project Development Program

Feasibility Studies:

USTDA-funded and U.S.-led feasibility studies link foreign project sponsors with U.S. businesses at the critical early stage of project development. Analysis includes:

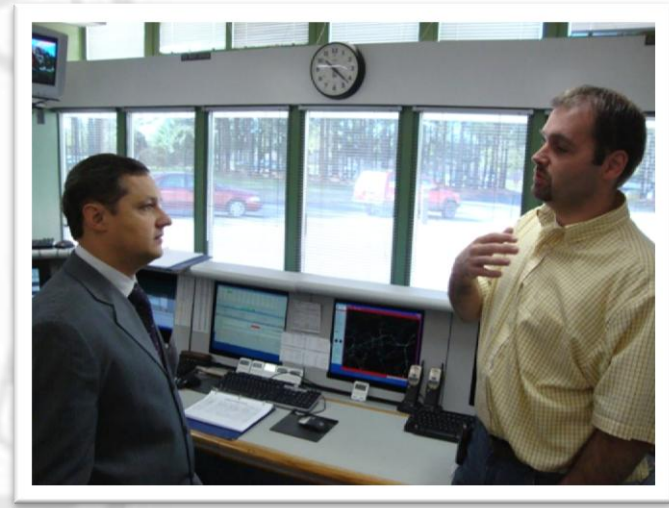
- Technical
- Financial
- Legal
- Environmental
- Lifecycle costing



Project Development Program

Pilot Projects:

USTDA-funded pilot projects demonstrate the effectiveness of commercially proven U.S. technologies and equipment in the foreign buyer's setting.



Project Development Program

USTDA advances economic development in partner countries by funding **technical assistance** that:

- supports legal and regulatory reform related to commercial activities and infrastructure development;
- the establishment of key industry standards ; and
- other market opening activities.



Small Businesses

Foundation of the U.S. Economy

- Nearly 90 percent of all contracts with USTDA are signed with SMEs
- 44 percent of contracts awarded under USTDA grants are won by SMEs



★ Small Business Success Story

California-based **Solatube** has become a leading force in opening China's clean energy market for U.S. firms

- Founding member of the U.S.-China Energy Cooperation Program
- Participated in two USTDA-funded reverse trade missions, which led to the sale of Solatube's daylighting equipment in XinXiang City in Henan Province



USTDA in China

- Focus on U.S. company access to Chinese development projects
- Priority on transportation, energy and environment
- More than 270 projects since 2001
- Public-private partnerships drive project definition
- Cooperation Programs



China is USTDA's largest single country portfolio

★ U.S.- China Cooperation Programs

Public-private partnerships provide a forum for government agencies and private companies from both the U.S. and China to share technical, policy and commercial knowledge relevant to a specific field.

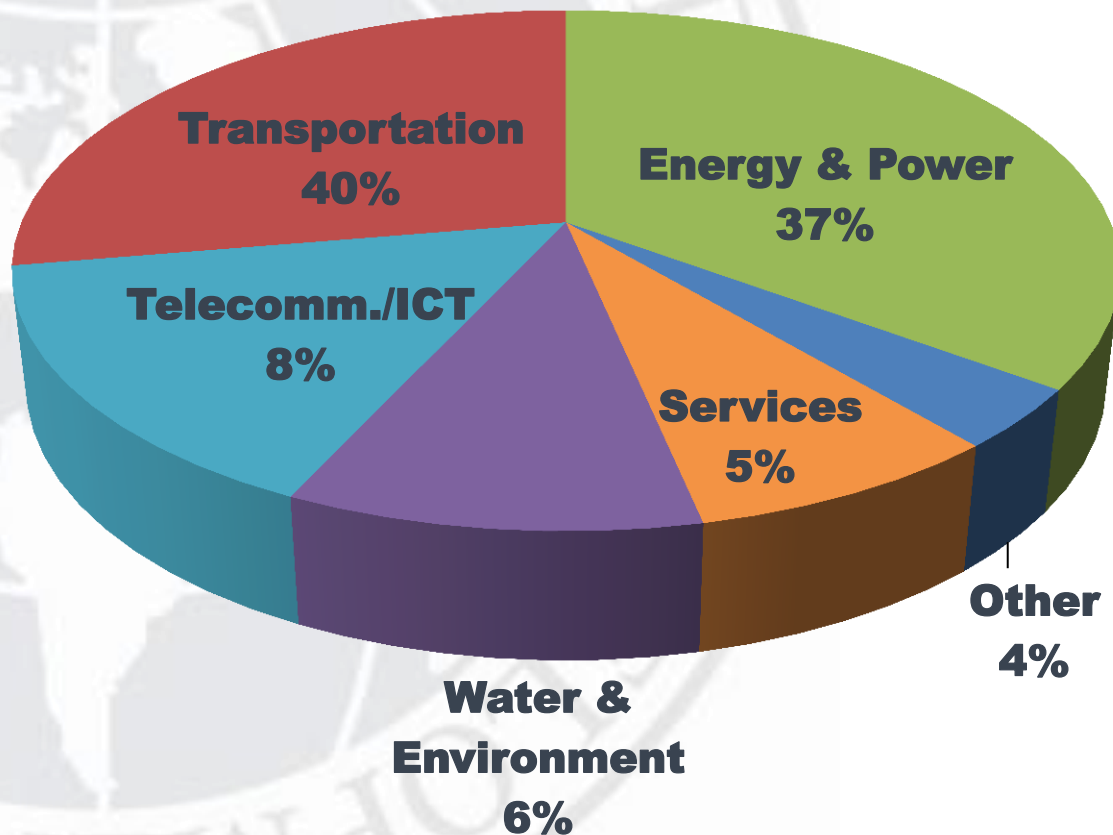
USTDA has successfully established programs based on this model in three key sectors:

- Aviation
- Energy
- Healthcare



USTDA By Sector

(As a Percentage of USTDA's FY 2012 Program Budget)



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USTDA Funding Criteria

USTDA evaluates projects based on the following criteria:

- Developmental priority in the host country
- Likelihood of success receiving implementation financing
- Mutual benefits for the United States and partner country, including commercial opportunities for U.S. firms

Getting Involved

← → ↻ www.ustda.gov

 **USTDA**
UNITED STATES TRADE AND DEVELOPMENT AGENCY

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Director Zak Kicks Off U.S.-South Africa Smart Grid Workshop
Joining Director Zak in Opening the Event is U.S. Ambassador to South Africa Donald Gips

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